

CONTENT CURATION MISTAKES



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Introduction

Content curation is one of the biggest trends in content development, and there are several reasons for that.

1. It takes less time than traditional content development. You simply link to other people's content, perhaps with a short excerpt, and add your own unique commentary.
2. It gives you content ideas you might not have thought of on your own. Browsing websites in your niche will let you find all sorts of ideas quickly and easily.
3. Google loves it when you link out to other sites. It's not all about backlinks, anymore. Now it benefits you to link TO quality sites.

But there are a few pitfalls you might fall into when using content curation on your website. This guide is going to discuss some of those common mistakes people make, and how you can avoid making them on your own site.

You'll find out how to avoid potential legal problems, how to avoid mistakes that might upset Google and get your site penalized, and how to be sure you're using content curation properly.

So let's get started.

Mistake #1 – Linking to Poor Quality Content

When you're in a hurry to get some content posted, it can be tempting to just Google your topic and link to a bunch of different articles without taking the time to really vet the content to ensure it's actually worth linking to.

Sure, it may have a spiffy image or a very interesting headline, but is the content itself well-written, informative, and interesting? Is it full of grammatical errors as though it were written by someone whose first language was obviously not the language it was written in? Are there factual errors?

Not only that, but if you're linking to a site that has been banned by Google or is seen as spammy and has received a penalty, you could hurt your own website, too.

Be sure you're linking to quality content that is on domains that are in good standing with Google. (If you Google `site:domain.com` it will tell you how many pages are indexed from that domain. As long as there are a decent number of indexed pages, you're probably safe linking to it.)

Always check the content before you link to it to be certain that both Google and your readers would approve.

Content Curation Mistakes

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